

T O R R A N C E



FOR IMMEDIATE RELEASE

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Mayor Frank Scotto and the Torrance City Council are taking the WYLAND FOUNDATION MAYOR'S CHALLENGE

Torrance, Calif., March 24, 2011 – On March 1, 2011 Mayor Frank Scotto and the Torrance City Council accepted the “Mayor’s Challenge” sponsored by the Wyland Foundation, in conjunction with Toyota Motors, USA. The “Mayor’s Challenge” is a friendly competition among local cities in Southern California to see which city can be the most “water wise.” By asking residents to make a pledge online, www.wylandfoundation.org/mywaterpledge the Challenge hopes to increase awareness about pollution and water conservation issues.

The city recording the most pledges during “Earth Month” from Aprilst until April 30th will be declared the winner. According to Mayor Scotto, *“My colleagues on the City Council and I are pleased to join Toyota Motor Sales, the Wyland Foundation, their partners and other cities, in this effort. Torrance is a city committed to the conservation of our natural resources to secure our future. Through the years, with Toyota Motor Sales helping lead the way, we’ve taken many steps so Torrance can become a greener community. So, we are happy to take this step, and ready to take on the challenge!”* The campaign kicks off on March 31st in Redondo Beach wherein Wyland will also initiate restoration of the whale mural on the AES power plant.

The City of Torrance is committed to becoming a more sustainable community. With this in mind, the City encourages residents to take on the Challenge and contribute to “greening” efforts.

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PUBLIC WORKS DEPARTMENT**

For questions about the Mayor's Challenge, contact Chuck Schaich, Torrance Public Works Department, 310-781-6900 or Cschaich@torranceca.gov.

About the City of Torrance

The City of Torrance is one of the largest cities in Los Angeles County. It is made of nearly 150,000 residents, a dynamic business community and other organizations. Torrance competes globally through its myriad of assets: diverse residents, flourishing businesses and safe communities. Over the years, Torrance continues to live out its motto as a balanced city.

About the Wyland Foundation

Marine Life Artist Wyland is responsible for the Wyland Foundation. Founded in 1993, the Wyland Foundation is actively engaged in teaching millions of students around the country about our ocean, rivers, lakes, streams and wetlands. Its environmental education outreach partner is Toyota.

About Toyota

Toyota Motor Sales, U.S.A., Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion. Toyota has donated more than \$500 million to U.S. philanthropic organizations, with an emphasis in education, environment and safety.

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